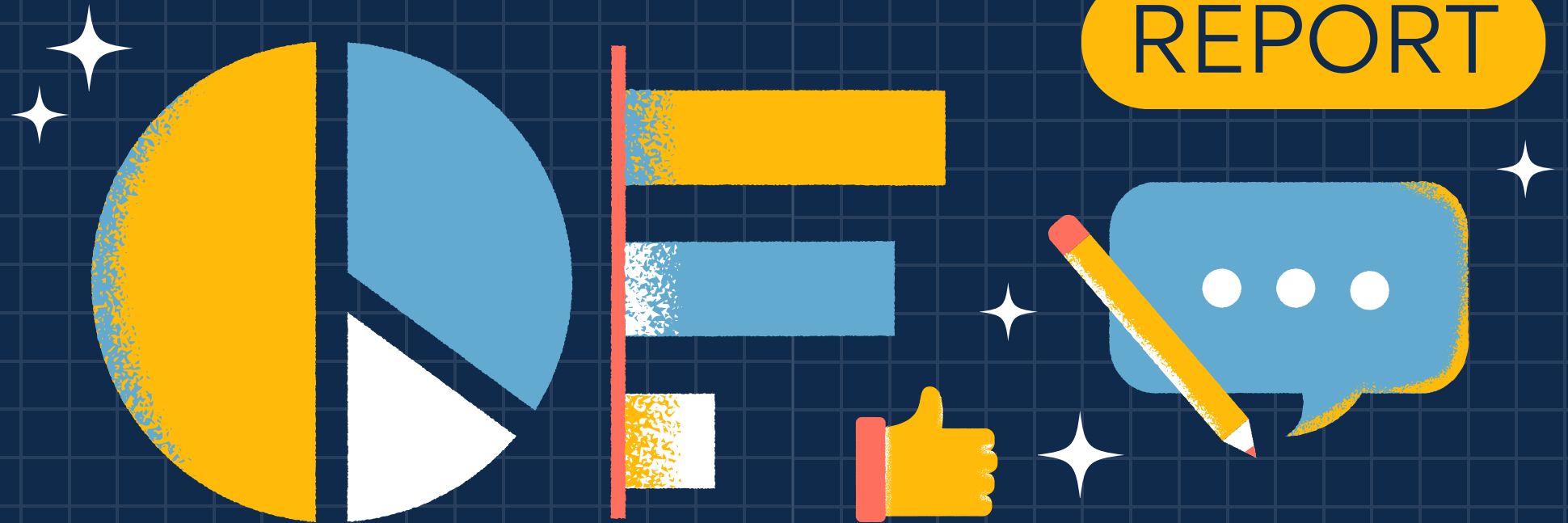


CLOUDWAVE 2023 MARKETING

REPORT



JULIE WELLS • DIRECTOR OF MARKETING

2023 MARKETING GOALS ✨

- 01 MODERNIZE OUR **BRANDING**
- 02 REDESIGN OUR **WEBSITE**
- 03 PRIORITIZE WRITTEN **CONTENT MARKETING**
- 04 REACH OUR AUDIENCE **ON SOCIAL MEDIA**
- 05 LAUNCH MORE **VIDEO CONTENT**



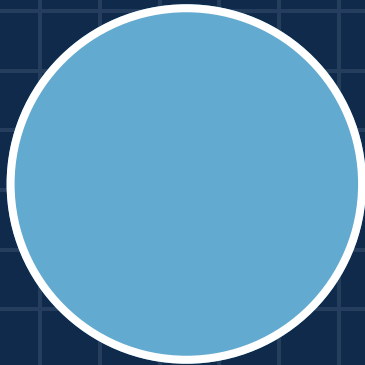
CLOUDWAVE BRANDING UPDATES

NEW LOGO



CLOUDWAVE BRANDING UPDATES

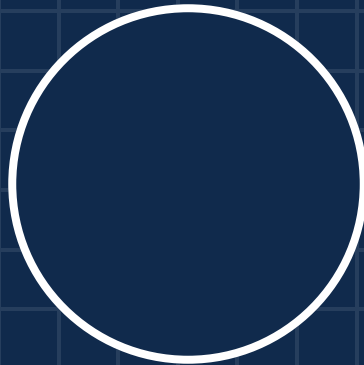
NEW COLOR PALETTE



CLOUD BLUE

HEX: 62AADO

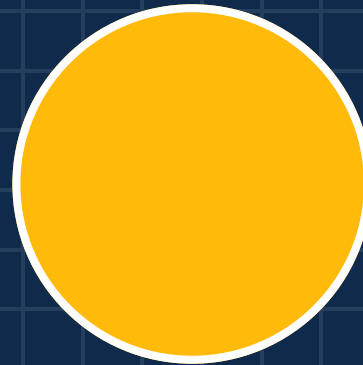
RGB: 98, 170, 208



WAVE BLUE

HEX: 102A4C

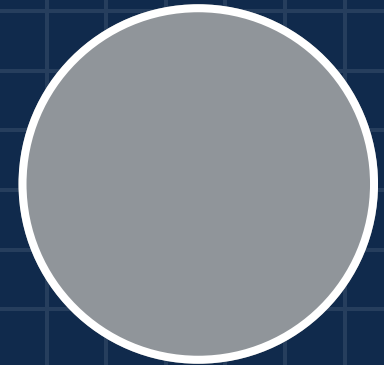
RGB: 16, 42, 76



SUNNY YELLOW

HEX: FFBA0A

RGB: 255, 186, 10



STORMY GRAY

HEX: 90959A

RGB: 144, 149, 154

CLOUDWAVE

BRANDING UPDATES



NEW FONT

Gordita Bold

Gordita Regular


Gordita Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

CLOUDWAVE BRANDING UPDATES

NEW DESIGNS



Your Weekly Smartsheet Newsletter from CloudWave:
A Smartsheet Platinum Partner

Premium App Spotlight: Pivot

Smartsheet Premium Apps: Pivot

Top Features in Smartsheet Premium Pivot

The Smartsheet Premium Pivot App stands out as a powerful tool for data analysis and visualization. Here are some of its key features.

[Read More](#)

What is a Smartsheet Platinum Partner Difference

Understanding the Platinum Partner Difference


You may have heard brands announcing their Platinum Partner status with Smartsheet - but what does that really mean? This blog breaks down the benefits of working with a trusted Smartsheet partner.

[Read More](#)



Grant Management System

By CloudWave



MISSION STATEMENT

Our goal is to provide best in class cloud development services that enhance productivity for government agencies by ensuring vital business functions work faster, cheaper, and better.

CORPORATE SUMMARY

CloudWave Inc. is a Small Business Information Technology consulting firm based in Virginia that provides end-to-end services from architecture to development in niche cutting edge cloud technologies. CloudWave specializes in application development, integration, and cloud computing: SaaS, PaaS, and IaaS, machine learning/artificial intelligence, analytics/business intelligence, microservices, enterprise document management, and database development and maintenance.

Since 2012, the company has developed classified and unclassified innovative, cost-saving, low-risk solutions to federal and commercial customers both within the United States and globally. Our team has more than 30 years of exceptional systems and architecture experience and 20 years of government contracting experience.

CORE COMPETENCIES

- Smart Analytics, AI, & Machine Learning - Dialogflow, Contact Center AI, Document AI, Vision, API, Natural Language AI, etc.

COMPANY PROFILE

CloudWave Inc.
Contacts: Mike Lowry,
Director of Business Development
Phone: 703-635-5710
Email: mikelowry@cloudwaveinc.com
Website: www.cloudwaveinc.com
Address: 1775 Tysons Blvd., 5th Floor,
Tysons, VA 22102
CAGE Code: 879G8
DUNS: 043142222
UEI: KPVB8FJJSW188
GSA Multiple Award Schedule (MAS):
NASA SEWP V (Sub)

DIFFERENTIATORS

- Experienced Certified Technical Professionals
- 20+ Years of Government Contracting
- Reliable and Innovative Solutions
- Experienced Cloud Brokers and Innovators
- Google Cloud Platform Partner

NAICS CODES

- 541511:** Custom Computer Programming Services
- 541512:** Computer Systems Design Services
- 541519:** Other Computer Related Services
- 541618:** Other Management Consulting Services



Customer Testimonial

★★★★★

"Hannah and Austin were wonderful to work with. They were very knowledgeable of the product, took time to understand our needs, and delivered a robust solution on time and on budget. Highly recommend Cloudwave for your Smartsheet development needs."

VP of Project Management
Hy-Tek Intralogistics



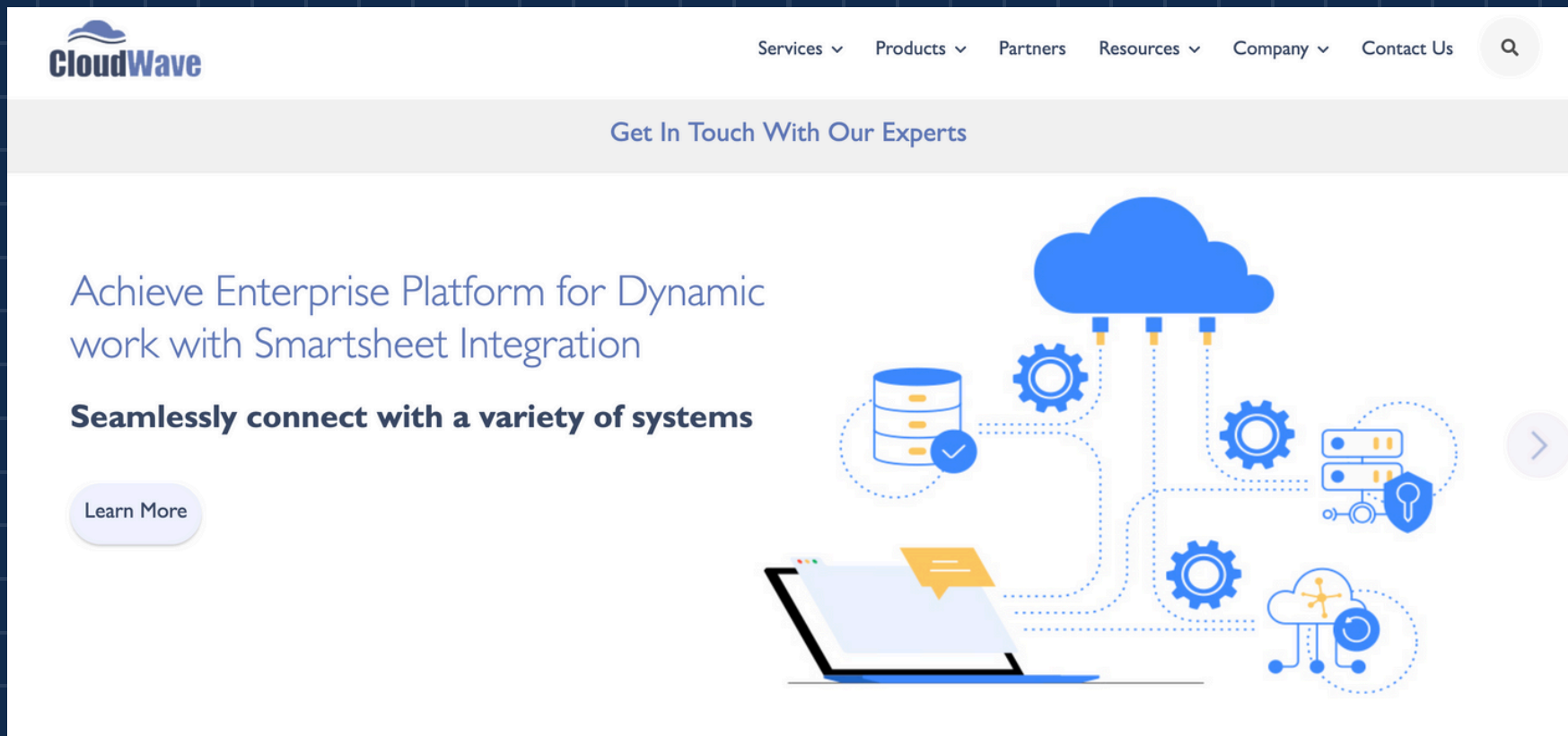
Mike Lowry
Director of Business Development

703-635-5710
mikelowry@cloudwaveinc.com
www.cloudwaveinc.com



CLOUDWAVE WEBSITE UPDATES

BEFORE



CLOUDWAVE WEBSITE UPDATES



AFTER



CLOUDWAVE

Services ▾

Products ▾

Partners

Resources ▾

Company ▾

Contact Us



Get in Touch with Our Experts

OUR MISSION

Our goal is to provide best in class cloud development services that enhance productivity for our clients by ensuring vital business functions work faster, cheaper, and better.

OUR CLOUD SERVICES

GOOGLE CLOUD PLATFORM

Grow your business in today's complex, multi-cloud environment with world-class infrastructure and a robust set of solutions to improve internal business processes.

SALESFORCE

Build and manage your cloud infrastructure more securely and reliably, experience a 360-degree view of your customers to deliver smarter solutions quicker.

MULESOFT

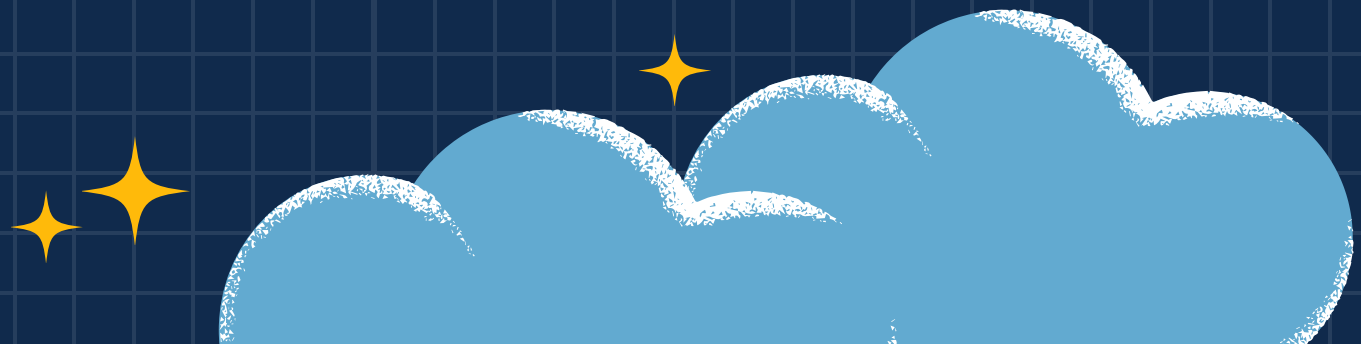
We offer end-to-end services for MuleSoft discovery, platform setup, C4E setup, architecture, application design, development, and maintenance.

CLOUDWAVE WEBSITE UPDATES



AFTER

- ALL CONTENT ON THE WEBSITE WAS RE-WRITTEN FOR BETTER CLARITY AND SEARCH ENGINE OPTIMIZATION.
- THE DESIGN IS MORE USER-FRIENDLY SO THAT VISITORS CAN EASILY FIND THE INFO THEY NEED WITHIN 1-2 CLICKS.
- CUSTOM GRAPHICS ON EVERY PAGE REINFORCE OUR BRANDING WITH COLOR AND AESTHETIC.
- UPDATES AND IMPROVEMENTS TO THE WEBSITE ARE ONGOING AS WE INCLUDE MORE SPECIFIC PAGES FOR OUR PRODUCTS AND SERVICES.



CLOUDWAVE CONTENT MARKETING

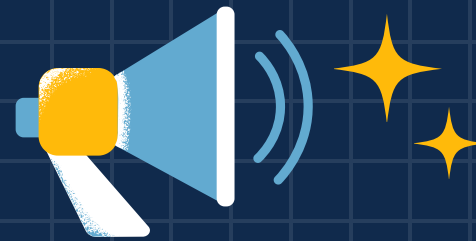
NEW WRITTEN CONTENT



35

NEW BLOGS

SHARING RELEVANT
THOUGHT LEADERSHIP ABOUT
OUR CLOUD PLATFORMS



10

NEW CASE STUDIES

SPREADING THE WORD ABOUT
OUR PAST PROJECTS AND
INNOVATIVE PRODUCTS

CLOUDWAVE LINKEDIN UPDATES

IN 2023, WE STARTED POSTING
AT LEAST 3X PER WEEK ON LINKEDIN.

THE RESULTS...

INCREASED REACH BY **431.1%**

INCREASED IMPRESSIONS BY **341.5%**

INCREASED ENGAGEMENT BY **223.3%**

INCLUDING REACTIONS BY **885.8%**, COMMENTS BY **766.7%**,
SHARES BY **1,150%**, AND POST CLICKS BY **80.3%**

MAINTAINED **9.9%** AVERAGE
ENGAGEMENT RATE FOR 2023

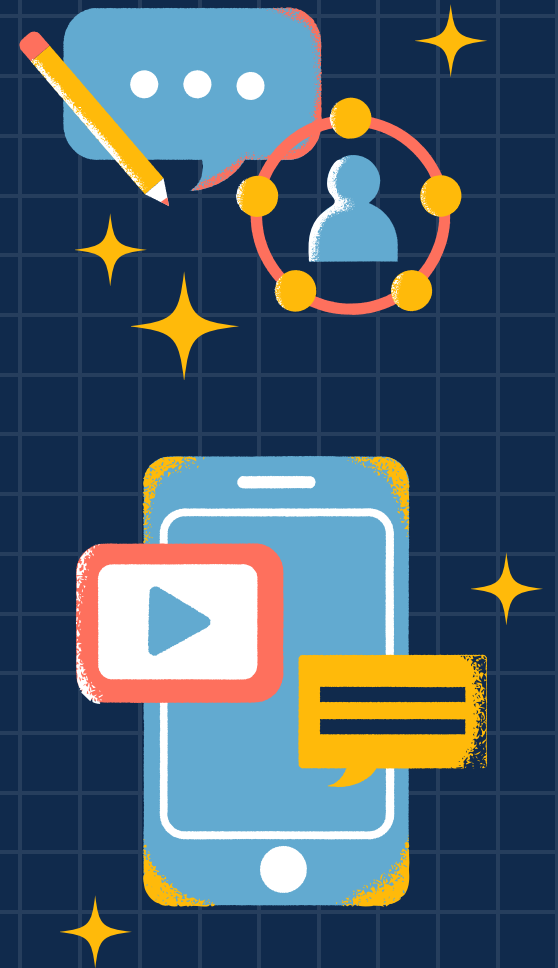
INDUSTRY **AVERAGE IS 1.61% - 1.73%**



WHY DOES IT MATTER?

STATISTICS SHOW...

- ACCORDING TO DATA FROM LINKEDIN, AUDIENCES EXPOSED TO BRAND MESSAGES ON LINKEDIN ARE **SIX TIMES MORE LIKELY TO CONVERT.**
- **75% OF B2B BUYERS** USE SOCIAL MEDIA TO MAKE BUYING DECISIONS.
- **78% OF BUSINESSES** THAT USE SOCIAL SELLING OUTPERFORM THOSE THAT DON'T.
- SHARING OUR THOUGHT LEADERSHIP AND EXPERTISE ON SOCIAL MEDIA HELPS US **PLANT THE SEEDS** THAT CAN GROW INTO **BUSINESS PARTNERSHIPS.**

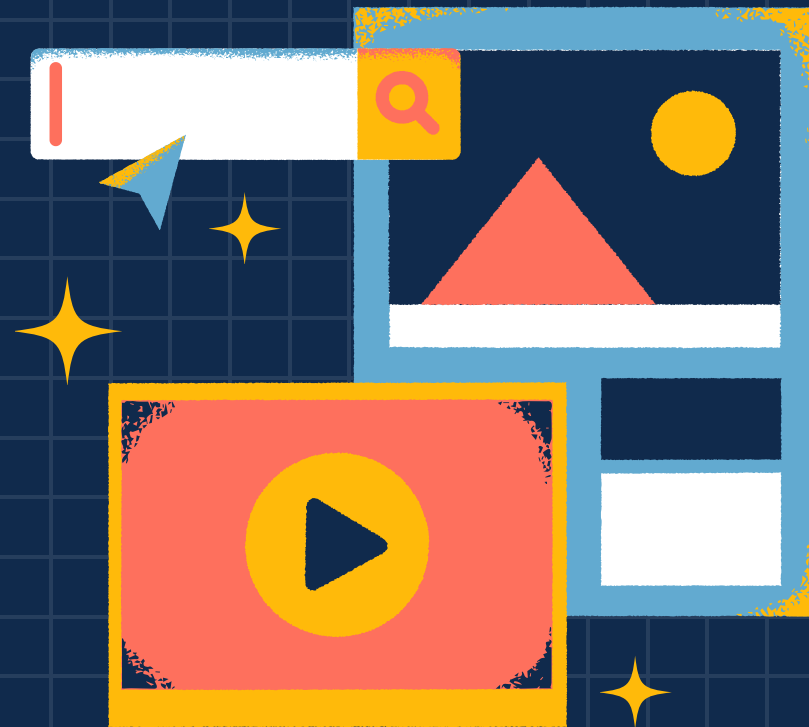


CLOUDWAVE YOUTUBE UPDATES

ILAUNCHED A CLOUDWAVE YOUTUBE CHANNEL AND PUBLISHED 12 NEW VIDEOS.

OUR NEW VIDEOS

- **SPACEBOOKING APP**
PROMOTIONAL VIDEO
- **DOC DIGITIZER AI**
PROMOTIONAL VIDEO
- **SMARTSHEET GUIDE**
VIDEO SERIES
- MORE TO COME IN Q1 2024:
GRANT MANAGEMENT,
XCAVATE



THANK YOU

TO ANYONE WHO GAVE A DEMO, ANSWERED
QUESTIONS FOR A BLOG, OR INTERACTED AND SHARED
CONTENT FROM OUR SOCIAL MEDIA CHANNELS, THANK
YOU FOR YOUR SUPPORT!

